

CLAIMS

1. (Currently Amended) A display assembly for an electronic device comprising:
a backlight device;
a reflective display disposed above said backlight device and having at least one opening therethrough; and
an embedded light guide extending through said opening of said reflective display and extending beyond a reflective surface of ~~which conducts light from said backlight device to an area above said reflective display wherein the light is reflected onto said reflective display wherein~~ said embedded light guide is for conducting light from said backlight device to an area in front of said reflective surface; and
a front light reflecting film disposed in front of said reflective surface of said reflective display and wherein said front light reflecting film is operable to reflect light emitted from said embedded light guide onto said reflective surface and wherein further said front light reflecting film is transparent to allow viewing of said reflective display.
2. (Cancelled)
3. (Original) The display assembly of Claim 1, wherein said backlight device is an electro-luminescent (EL) light device.

4. (Original) The display assembly of Claim 1, wherein said backlight device contains at least one light emitting diode (LED).
5. (Original) The display assembly of Claim 1, wherein said backlight device is a cold cathode fluorescent tube (CCFT) light device.
6. (Previously Amended) The display assembly of Claim 1, further comprising a brightness enhancing film (BEF) disposed between said backlight device and a bottom surface of said reflective display and for directing light toward said embedded light guide.
7. (Original) The display assembly of Claim 1, wherein said reflective display is an electronic ink display.
8. (Original) The display assembly of Claim 1, wherein said reflective display comprises an electronic paper display.
9. (Original) The display assembly of Claim 1, wherein said reflective display is a digital paper display utilizing micro-machining technology.

10. (Previously Amended) The display assembly of Claim 1, wherein said embedded light guide comprises a plurality of said embedded light guides which enclose an area of said reflective display.

11. (Previously Amended) The display assembly of Claim 10, wherein said plurality of said embedded light guides enclose a sub-pixel of said reflective display.

12. (Currently Amended) A display assembly for an electronic device comprising:
a backlight device; ~~and~~

a reflective display disposed above said backlight device and comprising an embedded light guide extending through an opening extending beyond a reflective surface of said reflective display, wherein said embedded light guide is for conducting light from said backlight device to an area in front above of said reflective surface ~~display wherein the light is reflected onto said reflective display; and~~

a front light reflecting film, comprising at least one reflective microstructure, disposed in front of said reflective surface of said reflective display and wherein said at least one reflective microstructure is operable to reflect light emitted from said embedded light guide onto said reflective surface and wherein said front light reflecting film is transparent to allow viewing of said reflective display.

13. (Cancelled)

14. (Original) The display assembly of Claim 12, wherein said backlight device is an electro-luminescent (EL) light device.

15. (Original) The display assembly of Claim 12, wherein said backlight device contains at least one light emitting diode (LED).

16. (Original) The display assembly of Claim 12, wherein said backlight device is a cold cathode fluorescent tube (CCFT) light device.

17. (Previously Amended) The display assembly of Claim 12, further comprising a brightness enhancing film (BEF) disposed above said backlight device and below said reflective display and for directing light toward said embedded light guide.

18. (Original) The display assembly of Claim 12, wherein said reflective display is an electronic ink display.

19. (Original) The display assembly of Claim 12, wherein said reflective display comprises an electronic paper display.

20. (Original) The display assembly of Claim 12, wherein said reflective display is a digital paper display utilizing micro-machining technology.

21. (Previously Amended) The display assembly of Claim 12, wherein said embedded light guide comprises a plurality of said embedded light guides which enclose an area of said reflective display.

22. (Previously Amended) The display assembly Claim 12, wherein said plurality of said embedded light guides enclose a sub-pixel of said reflective display.

23. (Currently Amended) A display assembly for an electronic device comprising:
a backlight device;
a reflective display disposed above said backlight device and having a plurality of openings extending therethrough; and
a plurality of embedded light guides extending through said plurality of openings of said reflective display and enclosing a display area within said reflective display, wherein said plurality of embedded light guides extend beyond a reflective surface of said reflective display and conduct light from said backlight device to an area in front of ~~above~~ said reflective surface display; and
a front light reflecting film disposed in front of said reflective surface of said reflective display and wherein said front light reflecting film is operable to reflect

light emitted from said plurality of embedded light guides onto said reflective surface and wherein said front light reflecting film is transparent to allow viewing of said reflective display.

24. (Cancelled)

25. (Original) The display assembly of Claim 23, wherein said backlight device is an electro-luminescent (EL) light device.

26. (Original) The display assembly of Claim 23, wherein said backlight device contains at least one light emitting diode (LED).

27. (Original) The display assembly of Claim 23, wherein said backlight device is a cold cathode fluorescent tube (CCFT) light device.

28. (Previously Amended) The display assembly of Claim 23, further comprising a brightness enhancing film (BEF) disposed above said backlight device and below said reflective display for directing light toward said plurality of embedded light guides.

29. (Original) The display assembly of Claim 23, wherein said reflective display is an electronic ink display.

30. (Original) The display assembly of Claim 23, wherein said reflective display comprises an electronic paper display.

31. (Original) The display assembly of Claim 23, wherein said reflective display is a digital paper display utilizing micro-machining technology.

32. (Previously Amended) The display assembly of Claim 23, wherein said plurality of embedded light guides enclose a sub-pixel area of said reflective display.